IN SPORTS APPAREL THE CONVENTIONAL SILHOUETTE IS DESIRABLE

The Standards of Smartness for This Mode Are Definite Ones.

Copyright, 1922, by Vogue, New York oneself to the purchase of sports apparel, the prevailing silhouette should be carefully studied and its general tendencies observed, for the standards of smartness for this mode are very definite ones.

Among the best dressed sportswomen a small felt hat, often of a slightly mushroom shape and invariably very plainly trimmed, usually with ribbon, is worn with a simple dress of wool or one of the new silk and wool materials, either knitted or of jersey, or with a tailored tweed suit. of these, on excessively chilly days, is covered by a smartly cut outer wrap of some serviceable material, suitable for all weathers.

suitable for all weathers.

Brogues or very plain slippers with low heels are accompanied by heavy slik stockings, or, in active sports, by slik stockings, or, in active sports, by slik and wool or all wool stockings. These are usually of a neutral shade harmonizing closely with the costume, a bright note of color being often supplied by a brilliant muffler of slik or wool or some other accessory. The most satisfactory as well as the smartest gloves are of washable suede.

The length of sports clothes has undergone no great change, but varies

The length of sports clothes has undergone no great change, but varies in accordance with the amount of freedom necessitated by the sport. Ten inches from the ground is permissible for active games, while about eight inches from the ground is correct for less strenuous occupations. Of course, other costumes offer many slight variations of this type, but it is nevertheless true that the best dressed women of to-day in France, England and America adhere to a very marked degree to the details of the silhouette described above.

Browns Are Favored.

almost equal importance with the are the colors favored in sports s. The popularity in Paris of

Copyright, 1922, by Vogue, New York. 5984-6985—Frequently the sole trim-ming of the spring trotteur is a braid binding, most often black in color. Crepe, resembling a fine corduroy and rough woolen bas-Chosen colors are apt to be any of the beige, turtle or twin shades, alhough stone gray and navy blue promise to be popular. Sashes and bows are repeatedly een on the new models.

3990-This type of frock is charmentine, which is a moire satin, An attractive trimming is the embroidery done in Javanese motifs, picked out here and there with tiny china beads. With this frock a short cape of the material is sometimes worn. It is attached to each sleeve from shoulder to wrist and hangs straight



Paris Sanctions Simple Tailored Frocks of Straight Lines

brown shades is particularly adapted to sports, since the similarity of the color-lings makes it possible to combin-shades increased in France to meet the excelences of the sports clothes to-day offer such as whether the sports clothes to-day offer such as the present the sports clothes to-day offer such as whether the sports clothes to-day offer such as whether the sports clothes to-day offer such as the sports clothes to-day offer such as whether the sports clothes to-day offer such as the sports clothes to-day offer such as whether the sports clothes to-day offer such as the sports clothes to day the sports clothes. This is the reason for the presence of the sports clothes to day the sports clothes. This is the reason for the presence of this type of costume is the motor, which as made enjoyment of the the sports clothes to day the s

Ing practically a sports wrap, possible to wear only in the country, and the other a coat winch will be extremely smart as a topcoat, both in town and country, on any cold day during the entire year, except, of course, for formal occasions. These coats are often made entire year, except, of course, for formal occasions. These coats are often made entire year, except, of course, for formal occasions. These coats are often made entire year, except, of course, for formal occasions. These coats are often made entire year, except, of course, for formal occasions. These coats are often made entire year, except, of course, for formal occasions. These coats are often made entire year, except, of course, for formal occasions. These coats are often made entire year, except, of course, for formal occasions. These coats are often made entire year, except, of course, for formal occasions. These orders are often on the continue an instellation being ingolar than the formal plant in the continue and instellation to the cort of the course of the formal plant in the course of the formal plant in the country by our manufacturery of the contract of the course of the formal plant in the country by our manufacturery of the formal plant in the country by our manufacturers of put that it cannot be considered wholly practical. While the same seem of the contract of the country by our manufacturers of put that it cannot be considered wholly practical. While the same seem of the country by our manufacturers of put the formal plant in the formal p

Ornamental Shoes Gain in Popularity were

I oMEN did not have the length of skirts and height of shoes to worry about, what would there be to think about in fashion? Half the women who lend themselves to anxiety are now upset about the shortness of Paris skirts, which calls for eight inches as the rule and twelve as the exception. Also the casual ob-OMEN did not have the length

giving away to front drapery.

Those changes occurred in Paris immediately after the American buyers left France, which again proves that no one feels sure in buying a Frenchinspired gown in August that it will be correct in February. But that is not the present problem. Let the trade wrinkle their brows over that. Our women want to wear what the rest of our women war, That's our sartorial situation in a nutshell.

There is no initimation of the former months. We inevitably do as Paris does when we have had sufficient time to war when the postess. Follow to wear out what we possess. Follow in gout this reasoning, it is skirtly an interest may be a street of the front, or there is a cased of the front, or the se



Nothing better to cleanse and purify the skin and to keep it free from pimples and blackheads than Cuticura Soap for every-day toilet use. Assist with Cuticura Ointment when necessary. Cuticura Talcum is also ideal for the skin.

temple Each Free by Mail Address: "Outlews Laboratories, Dept. 257, Maiden 52 Mass." Sold every born, Seep Eo. Oldment Hand 56 Taleum Mo. Cutleura Soap shaves without mag

IMPERIAL HAIR REGENERATOR

AND SALESROOMS 246 WEST 14TH ST.

SAMPLE OF YOUR HAIR COLORED PRES

Telephone Watkins 4267.

colored leather as ornamentation.

Last autumn most of the craftsmen united in a glorification of hide. Scarlet, brown, violet, yellow and green leather were dotted over the surface of hats and garments. Severe woolen tailored suits were splashed with bands and triangles of colored leather defity, applied to the

brevity, every one does expect that high boots and ten inch skirts will be soon assembled.

There is no indication of flat heels in these medieval shoes. They have several varieties of high heel, also the baby French heel, as it is commonly called. The American sandal with flat, broad heel, round toe and ankle straps never made headway outside of America, but it remains the common footwear of American girls. They no longer dance in it, however, and older women ignore it.

The high boots of the hour do not fasten in front as did their predecessors in war days. They fasten at the side with several kinds of curious ornaments and new inventions. One of the sensational patterns is not fastened either at front or side; it slips over the foot like a squire's high boot. It is of pale green kid reaching ten inches above the instep, held together with a band at top which buttons at one side. It is slashed in the medieval manner to show a transparent taupe stocking.

The Sun Leads All New York Evening Newspapers in Advertising Gains

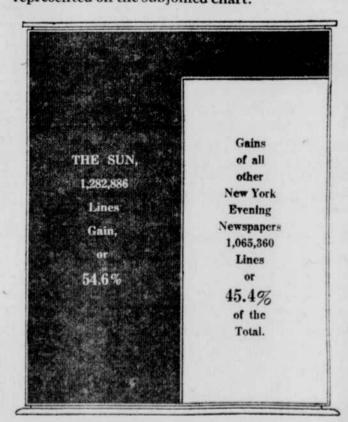
DURING the eleven months of 1922 The Sun published 8,727,904 agate lines of advertising (29,093 columns)—an increase of 1,282,886 lines (4,276 columns) over the corresponding months of 1921.

> Four New York evening newspapers gained in advertising during this period.

> The Sun's gain was greater than the combined gain of the three other evening newspapers that increased in advertising.

> The Sun's gain was 467,074 lines greater than that of the next evening newspaper.

> The total gain of all New York evening newspapers was 2,348,246 lines, of which The Sun's gain of 1,282,886 lines was 54.6 per cent., as represented on the subjoined chart.



This record reflects the confidence of advertisers in The Sun-a confidence drawn from a consistently large and increasing volume of sales directly traceable to advertising in this newspaper.



280 Broadway

New York City

swing and great preparations de Flor

light in managing dancing houses. This Italian garden's chief and first attrac-Italian garden's chief and first attrac-tion was a Spanish dancer, Argentina, who has been taking Paris by storm for the hast few weeks in dancing at various private dinners and balls. She was a sreat success in the Jardin de ma Soeur in her attractive costumes and classic Spanish dances. She is known as the Queen of the castanets and her reputation is apparently justified.

By MAY BIRKHEAD.

Il Correspondence to THE NEW YORK
HERALD.

PARIS, Dec. 12.

LTHOUGH winter is now in full

Swipp and received the second of ard McCreery, M. and Mme. Charron.
Mr. and Mrs. Fitzgeorge, Mrs. Virgil
Neal, Mrs. John A. Black, M. and Mme.
Mayer-Rigaud, Comtesse Kermaingant,
Comte Louis Rene de Gramont, Mr. C.
de Florez, Mrs. Hermann Oelrichs, Miss
Cornelia Armsby, Comtesse Henri de
Munn, Mr. and Mrs. Robert Hudson,
Munn, Mr. and Mrs. Robert Hudson,
Mr

Cashillo.

Count and Countess Anton Sigray entertained in honor of Mrs. Wiltse, and other Americans entertaining were: Duchess of Oporto, with a party of friends: Mr. and Mrs. McLean Freeman, having as their guests Mrs. Benjamin Thaw, Mrs. John A. McVickar and Capt. George Evans. Mrs. Joel Ellis Fisher had as her guests M. and Mme. de Pereyra, M. Miguel de Pereyra, Mile, Guillemain, Mr. Will Gordon and Mr. Spencer Pratt.

depends in the Jardin de material continues and dependent of the attractive continues and dependent of the castanets and her reputation is apparently justified.

The dancing house is most decorative in its aspect, the walls painted as an interpolation of the latter better known as a paragraphy justified.

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The dancing cross with a balloung over the changing lights and the walls are hump with vines and Italian flowers. There are two floors with a balloung your the house of the hands of the members of the hands weather thanking lights and the walls are hump with vines and Italian flowers. There are two floors with a balloung your the house of the members of the Maddow Hrobe atfail and at the recent hunt of the members of the Maddow Hrobe atfail and the recent hunt of the members of the Maddow Hrobe atfail and the recent hunt of the members of the Maddow Hrobe atfail and the recent hunt of the members of the Maddow Hrobe atfail and the recent hunt of the members of the Maddow Hrobe atfail and the recent hunt of the members of the Maddow Hrobe atfail and the recent hunt of the members of the Maddow Hrobe atfail and the recent hunt of the members of the Maddow Hrobe atfail and the recent hunt of the members of the Maddow Hrobe atfail and the recent hunt of the members of the Maddow Hrobe atfail and the recent hunt of the members of the Maddow Hrobe atfail and the recent hunt of the members of the Maddow Hrobe atfail and the recent hunt of the members of the Maddow Hrobe atfail and the recent hunt of the members of the Maddow Hrobe atfail and the recent hunt of the members of the Maddow Hrobe atfail and the recent hunt of the members of the Madd

Paris Is Deserted by Many
for Riviera and St. Moritz

Mr. and Mrs. William O. Burton, Mr. George Burton, Marquis Boni de Castellane, Count and Countess Wachtmeister, Mr. and Mrs. Ernest Carter, Mr. and Mrs. McLean Freeman of Philadelphia, entertaining M. and Mrs. George Guerin: Mr. John Ide, Miss Roslyn Robinson, Miss Carmen de Mora, Comtesse dicheresse Etchegoven. Duchess Of Oporto, Mrs. A. Kingsley Macomber, Mr. W. T. Wilkinson, Mr. and Mrs. Richard Owen, Col. B. Winship, Countess Schoenborn, Mr. and Mrs. Richard Owen, Col. B. Winship, Countess Schoenborn, Mr. and Mrs. George Ochs, Miss Maud Ochs, Miss Mathilda Coster and Mr. Charles Mandel.

Russian Concert Enjoyed.

The Thursday night concert at the Swing and great preparations are being made for Christmas, and seed of Christmas, and seed of Christmas, and seed of Christmas with indicated by the fact that all places in Indicated by the Indi

Skating Vies With Golf In Garden City Section

GARDEN CITY, L. I., Dec. 24.-Excellent skating is being enjoyed in the Garden

Whistler a Master at Making Friends, Letter Discloses

Charming Communication of Noted Artist Is Made Publie in London.

Munich! I don't believe they will be absent more than a month or two (they will be insured until returned to you, and next year when the great international exhibition takes place do not do cruelty to me and to yourself injustice by proposing to hold back the dainty pletures that should take a place before my confreres in this chapter of my work. After all, you have beautiful things always with you-like the poor-and sel-dom indeed, shall I trouble you for their loan. J. MCNEILL WHISTLER."

STANDARD HAIR COLORING FCR GRAY OR BLEACHED HAIR